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Sinan Aral is a leading expert on Social Networks, Social Media, and Digital Strategy. He has worked closely with Facebook, Twitter, WeChat, Yahoo, AirBnB, Jet.com, Microsoft, IBM, Intel, Cisco, Oracle, and SAP on understanding social media and big data analytics. He was formerly the chief scientist at SocialAmp (until its sale to Merkle in 2012) and at Humin (until its sale to Tinder in 2016). He serves on the advisory boards of the Alan Turing Institute, the British National Institute for Data Science in London, and the Centre for Responsible Media Technology and Innovation in Norway.